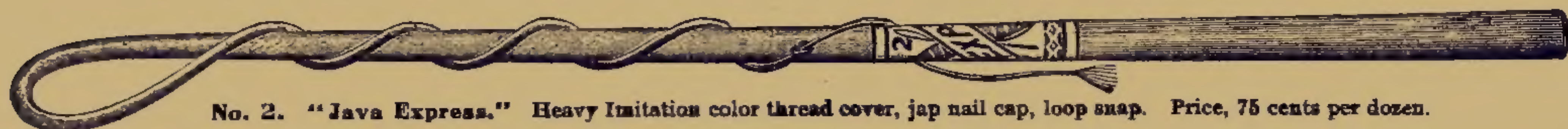
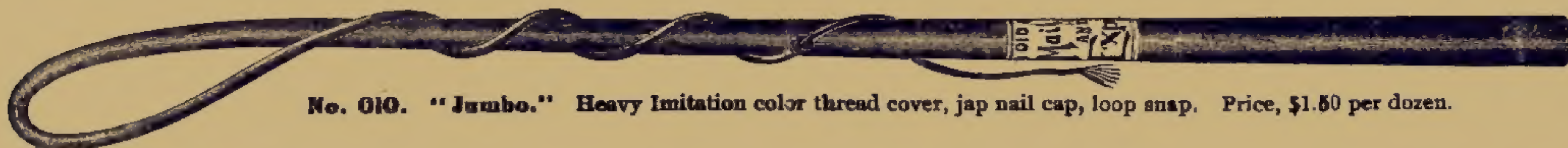


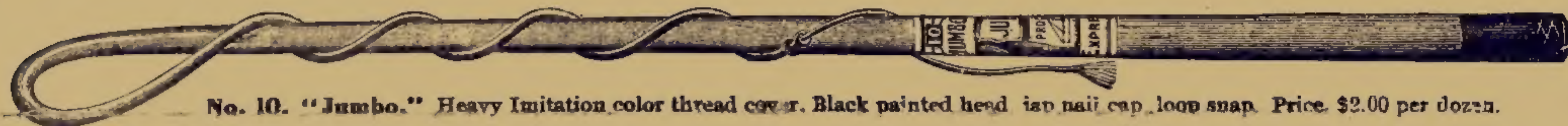
BARGAIN BUNCH No. 2--All Drop Tops (Wagon Whips)



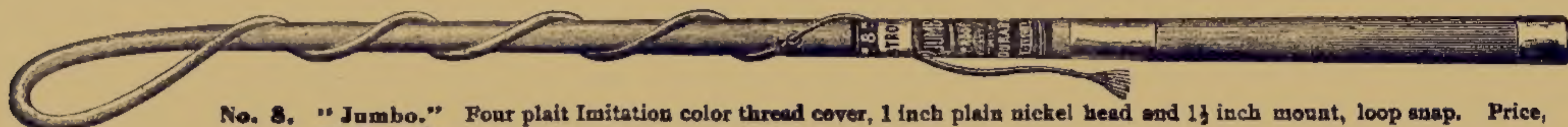
No. 2. "Java Express." Heavy Imitation color thread cover, jap nail cap, loop snap. Price, 75 cents per dozen.



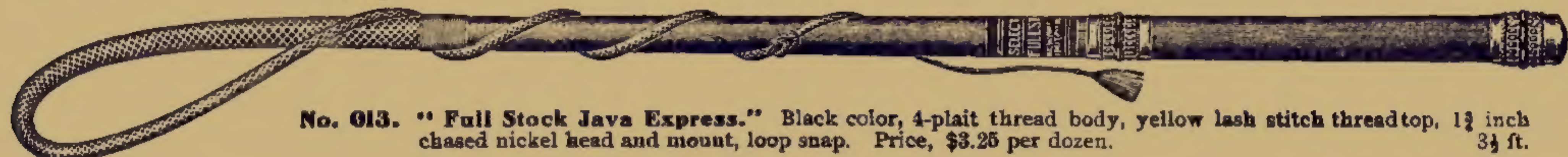
No. 010. "Jumbo." Heavy Imitation color thread cover, jap nail cap, loop snap. Price, \$1.50 per dozen.



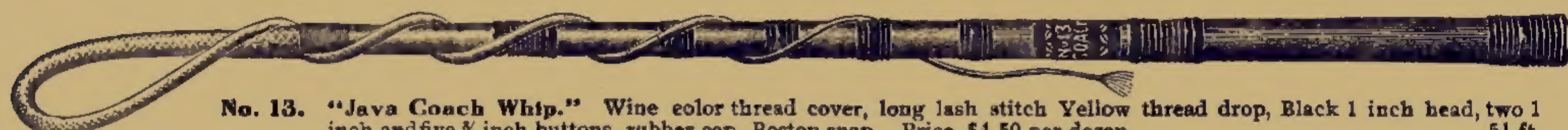
No. 10. "Jumbo." Heavy Imitation color thread cover. Black painted head, jap nail cap, loop snap. Price, \$2.00 per dozen.



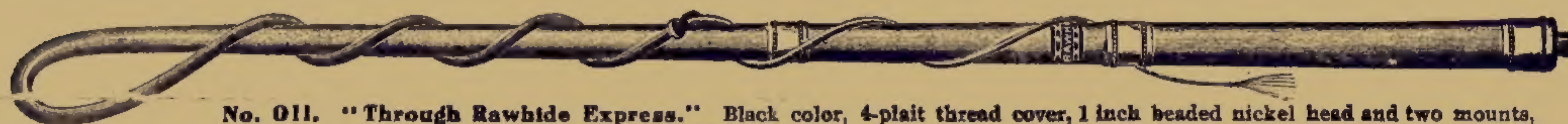
No. 8. "Jumbo." Four plait Imitation color thread cover, 1 inch plain nickel head and 1 1/2 inch mount, loop snap. Price, \$2.25 per dozen.



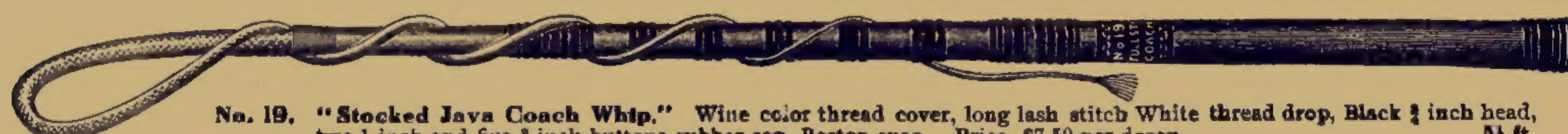
No. 013. "Full Stock Java Express." Black color, 4-plait thread body, yellow lash stitch thread top, 1 1/2 inch chased nickel head and mount, loop snap. Price, \$3.25 per dozen. 3 1/2 ft.



No. 13. "Java Coach Whip." Wine color thread cover, long lash stitch Yellow thread drop, Black 1 inch head, two 1 inch and five 3/4 inch buttons, rubber cap, Boston snap. Price, \$4.50 per dozen. 5 1/2 ft.



No. 011. "Through Rawhide Express." Black color, 4-plait thread cover, 1 inch beaded nickel head and two mounts, 4-plait leather cracker. Price, \$5.50 per dozen. 3 1/2 ft.



No. 19. "Stocked Java Coach Whip." Wine color thread cover, long lash stitch White thread drop, Black 3/4 inch head, two 1 inch and five 3/4 inch buttons, rubber cap, Boston snap. Price, \$7.50 per dozen. 5 1/2 ft.

This full Bargain Bunch costs you \$16.00 and sells at \$29.70. See figures below.

1 dozen No. 2,	cost .75 per dozen	.	\$.75	Retail at \$.10	.	\$1.20
1 " No. 010,	" 1.50	"	1.50	" .15	"	1.80
1 " No. 10,	" 2.00	"	2.00	" .25	"	3.00
1 " No. 8,	" 2.25	"	2.25	" .40	"	4.80
1 " No. 013,	" 3.25	"	3.25	" .50	"	3.00
1 " No. 13,	" 4.50	"	4.50	" .75	"	4.50
1 " No. 011,	" 5.50	"	5.50	" .90	"	5.40
1 " No. 19,	" 7.50	"	7.50	" 1.00	"	6.00

\$16.88

Sell for \$29.70

Take the full bunch and we will make a freight allowance of

.88

Cost 16.00

Making a flat price of \$16.00 for the lot.

A clear profit of \$13.70 on a \$16.00 investment.

BARGAIN BUNCH No. 3.

Bargain Bunch No. 3 consists of a combination of Bargain Bunch No. 1 and 2, just one-half of each amount, making a combination of straight whips and drop tops or wagon whips suitable for most any store. We sell this bunch for \$15.50.

Any Two of the Bargain Bunches together, \$29.00.

Respectfully yours,

WESTERN WHIP CO., BUFFALO, N. Y.

AND WE PAY THE FREIGHT!

100 Per cent. in Retailing our Whips

SEE PRICES BELOW

REMEMBER That when you buy whips of us you are not paying three or four profits. **STRAIGHT AS A STRING FROM FACTORY TO YOU** is our motto. When you buy of us you get your whips just 33 per cent. below your neighbor, and can beat him out at every turn.

Look at these **Three Bargain Bunches**, and see if it is not the best offer you ever had.

BARGAIN BUNCH No. 1--All Straight Whips



No. 7 5 1/2 ft. Buggy whip; loop snap; Java stock; a ten cent bargain.....50 cents per dozen.



No. 28 6 ft. Buggy whip; loop snap; a great 15 cent seller..... 70 cents per dozen.



No. 39 6 ft. Straight whip; two black ferrules and button; loop snap; a leader at 25 cents.....\$1.20 per dozen.



No. 301 6 ft. Straight; two nickel ferrules and button; Philadelphia snap; assorted colors; Sumatra reed. Best 35 cent whip in the world.....\$2.25 per dozen.



No. 310 6 ft. Straight whip; two ebonized mounts and button; genuine steamed Singapore reed; Philadelphia snap; heavily loaded butt; cannot be beat for 40 cents.....\$3.25 per dozen.



No. 319 6 ft. Our 50 cent rawhide; best in the market; single piece rawhide center; 1 1/2 inch chased metal head and mount; Boston snap; a trade maker..... \$3.75 per dozen.



No. 128 6 ft. Straight whip; nickel mounted; two ferrules; Philadelphia snap; rawhide from snap to cap; warranted not to break; unequalled for 75 cents.....\$5.00 per dozen



No. 184 6 ft. Straight; two button, Philadelphia snap; one solid piece of rawhide; genuine seamless vulcanized rubber cover; cannot wet through; warranted in every respect; and sold by most dealers at a dollar..... \$6.25 per dozen.



No. 140 6 1/2 ft. Our "Bullhide" rawhide whip; seamless rubber cover under plaiting, covering all parts; solid rawhide center. We will put this whip against any dollar whip in the world.....\$7.50 per dozen.

Please look over these prices below, and you will find that you can net nearly 100 per cent. profit in our whips.

Our terms and discounts are; 5 per cent. off in ten days or 90 days net.

1 dozen No. 7, cost .50 per dozen	\$.50	Retail at \$.10	\$ 1.20
1 " No. 28, " .70	.70	" .15	1.80
1 " No. 39, " 1.20	1.20	" .25	3.00
1 " No. 301, " 2.25	2.25	" .35	4.20
1 " No. 310, " 3.25	3.25	" .40	4.80
1 " No. 319, " 3.75	3.88	" .50	3.00
1 " No. 128, " 5.00	2.50	" .75	4.50
1 " No. 184, " 6.25	1.56	" .90	2.70
1 " No. 140, " 7.50	1.88	" 1.00	3.00

\$15.72

Sell for \$28.20

Take the full bunch and we will make a freight allowance of

.72

Cost 15.00

Making a flat price of \$15.00 for the lot.

A clear profit of \$13.20 on a \$15.00 investment.

(SEE OTHER SIDE FOR BARGAIN BUNCH No. 2)